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Credit Union In Boulder Gets Eco-Conscious

Written for cbs4denver.com by Andrea Lopez



BOULDER, Colo. (CBS4) —

A credit union in Boulder is "going green." The Boulder Valley Credit Union is trying to lead the way as an eco-conscious credit union and is the first in Boulder and the surrounding communities to embrace the "going green" ideology.

Reporting **Andrea Lopez**

The credit union was trying to find a way to be more eco-friendly, so it purchased eco-friendly lighting, paper supplies and office equipment. All marketing materials are printed on recycled paper and employees recycle and conserve energy whenever possible.

The credit union also installed solar panels and energy efficient windows in the facility's largest branch. The credit union has a Web site that posts a full list of its eco-friendly efforts (www.wecarecolorado.com).

"Boulder Valley Credit Union's eco-friendly efforts are to take a first step to further our culture of environmental responsibility within the communities we serve," said President/CEO Rick Allen. "We encourage our members to take that step with us in order to reduce the footprint we leave on our environment."

Managers at the credit union say this is a way of doing business as well. Members are offered discounts on loans for purchasing fuel-efficient vehicles and installing solar panels in their homes. Employees also offer tips money-saving tips to members to cut down on energy costs and to reduce their impact on the environment.

All new members of the BVCU will get a free energy-efficient light bulb, symbolic of the fact that if every household in America changed one light bulb to a CFL bulb, it would have the same effect as removing 800,000 cars from the road.

The BVCU was founded in 1959 to serve the employees of the Boulder Valley School District. Today, members come from 400 groups in Boulder County and the Estes Park Community.

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